

In the Claims

1-20. (Cancelled)

21. (Currently amended) A method comprising:

receiving advertising information for a plurality of items along with a broadcast of a program;

displaying a single advertising mark for the plurality of items on a display along with a scene of the broadcasted program, wherein the plurality of items are used within the scene;

displaying a list of the plurality of items upon selection of the single advertising mark by a viewer;

displaying the received advertising information on the display upon selection of at least one of the plurality of items from the list by the viewer; and

storing the displayed advertising information upon selection by a viewer.

22. (Previously Presented) The method of claim 21, further comprising storing advertising information for the or each selected item for a specified period of time after the broadcasted program ends.

23. (Previously Presented) The method of claim 21, wherein storing comprises storing the displayed advertising information on a smart card.

24. (Previously Presented) The method of claim 23, further comprising storing information on the smart card regarding an associated broadcast of a program in association with the displayed advertising information.

25-28. (Cancelled)

29. (Previously Presented) The method of claim 21, wherein the displayed single advertising mark is superimposed over a broadcast of a program on the display.

30. (Currently amended) The method of claim 21, ~~wherein the plurality of items are in the displayed scene, and wherein~~ the displayed single advertising mark comprises an indicator of the plurality of items in the displayed scene.

31. (Previously Presented) The method of claim 21, further comprising recalling the stored displayed advertising information and displaying it at a time that is different from a display time of a scene in which an advertised item appears.

32. (Previously Presented) The method of claim 21, wherein displaying the advertising information comprises displaying the advertising information on a portion of the display along with the broadcast of a program.

33. (Previously Presented) The method of claim 21, further comprising receiving a request from the viewer for electronically ordering the item using the advertising information.

34-35. (Cancelled)

36. (Currently amended) A machine-readable medium having stored encoded thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

receiving advertising information for a plurality of items along with a broadcast of a program;

displaying a single advertising mark for the plurality of items on a display along with a scene of the broadcasted program, wherein the plurality of items are used within the scene;

displaying a list of the plurality of items upon selection of the single advertising mark by a viewer;

displaying the received advertising information on the display upon selection of at least one of the plurality of items from the list by the viewer; and

storing the displayed advertising information upon selection by a viewer.

37. (Previously Presented) The medium of claim 36, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising storing advertising information for the item for a specified period of time after a corresponding broadcasted program ends.

38. (Previously Presented) The medium of claim 36, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising storing information on a smart card regarding an associated broadcast of a program in association with the displayed advertising information.

39. (Cancelled)

40. (Previously Presented) The medium of claim 36, wherein the displayed single advertising mark comprises an indicator for a plurality of items for which advertising information is available, and wherein the indicator is representative of the item to which the indicator corresponds.

41. (Previously Presented) The medium of claim 36, wherein the displayed single advertising mark is superimposed over a broadcast of a program on the display.

42. (Currently amended) The medium of claim 36, ~~wherein the plurality of items are in the displayed scene and~~ wherein the displayed single advertising mark comprises an indicator of the plurality of items in the displayed scene.

43. (Previously Presented) The medium of claim 36, wherein the instructions further comprise instructions which, when executed by the machine, cause the machine to perform further operations comprising recalling the stored displayed advertising information and displaying it at a time that is different from a display time of a scene in which an advertised item appears.

44. (Cancelled)

45. (Currently amended) An apparatus comprising:

means for receiving advertising information for a plurality of items along with a broadcast of a program;

means for displaying a single advertising mark for the plurality of items on a display along with a scene of the broadcasted program, wherein the plurality of items are used within the scene;

means for displaying a list of the plurality of items upon selection of the single advertising mark by a viewer;

means for displaying the received advertising information on the display upon selection of at least one of the plurality of items from the list by the viewer; and

means for storing the displayed advertising information upon selection by a viewer.

46. (Previously Presented) The apparatus of claim 45, further comprising means for storing advertising information for the item for a specified period of time after a corresponding broadcasted program ends.

47-48. (Cancelled)

49. (Previously Presented) The apparatus of claim 45, wherein the means for displaying the advertising information comprises means for displaying the advertising information on a portion of the display along with the broadcast of a program.

50-51. (Cancelled)

52. (Currently amended) A receiver system comprising:

a storage device having stored therein an advertising routine for the reception, display and storage of advertising marks and associated program broadcasts; and

a processor coupled to the storage device for executing the advertising routine by:
receiving advertising information for a plurality of items along with a
broadcast of a program;

displaying a single advertising mark for the plurality of items on a display
along with a scene of the broadcasted program, wherein the plurality of items are
used within the scene;

displaying a list of the plurality of items upon selection of the single
advertising mark by a viewer;

displaying the received advertising information on the display upon
selection of at least one of the plurality of items from the list by the viewer; and
storing the displayed advertising information upon selection by a viewer.

53. (Previously Presented) The system of claim 52, wherein the processor further
executes the routine by storing information on the smart card regarding an associated
broadcast of a program in association with the displayed advertising information.

54-57. (Cancelled)

58. (Previously Presented) The method of claim 21, wherein the single advertising mark
is enabled if the user has selected a stored advertisement mode, the advertising mark
having been stored before being displayed in the stored advertisement mode, and wherein
the single advertising mark is disabled if the user has selected a non-advertising mode.

59. (Previously Presented) The medium of claim 36, wherein the single advertising mark
is enabled if the user has selected a stored advertisement mode, the advertising mark
having been stored before being displayed in the stored advertisement mode, and wherein
the single advertising mark is disabled if the user has selected a non-advertising mode.

60. (Previously Presented) The apparatus of claim 45, wherein the single advertising mark
is enabled if the user has selected a stored advertisement mode, the advertising mark

having been stored before being displayed in the stored advertisement mode, and wherein the single advertising mark is disabled if the user has selected a non-advertising mode.

61. (Previously Presented) The system of claim 52, wherein the single advertising mark is enabled if the user has selected a stored advertisement mode, the advertising mark having been stored before being displayed in the stored advertisement mode, and wherein the single advertising mark is disabled if the user has selected a non-advertising mode.